



Downtown Center Business Improvement District

BOARD OF DIRECTORS MEETING

March 5, 2014

Board of Directors

Eric Bender, Barbara Bundy, Jim Bonham, Richard Costanzo, Robert Cushman, Sauli Danpour, Clare De Briere, Kathy Faulk, Robert Hanasab, Carol Schatz, Patrick Spillane, Cari Wolk

Absent

Marty Caverly, David Damus, Frank Frallicciardi, Simon Ha, Steve Hathaway, Peklar Pilavjian, Daniel Swartz, Cindy Troesh, Adele Yellin, Peter Zen

Staff

Hal Bastian, Jeff Chodorow, Suzanne Holley, Joshua Kreger, Lauren Mitchell, Lena Mulhall, Ken Nakano, Jessica Whaley

Guests

Michael Czarzinski (as proxy for Peter Zen); Matt Nolan (as proxy for Adele Yellin); KC Yasmer, Forest City

CALL TO ORDER

Faulk called the meeting to order at 8:09 a.m. with a quorum. Faulk asked the attendees to say their name and company representing.

APPROVAL OF MINUTES

A motion was raised by Spillane to approve the February 5, 2014 minutes as presented, Danpour seconded and motion was approved.

Carol announced that Frank Frallicciardi is resigning from the Board and KC Yasmer from Forest City has been nominated as his replacement. Carol asked the Board to raise a motion to approve the resignation of Frallicciardi. Bundy raised a motion to approve as presented. Spillane seconded and motion was approved. Carol asked the Board to raise a motion to approve the nomination of KC Yasmer. Bundy raised a motion to approve as presented. Spillane seconded and motion was approved.

FINANCE

Jeff Reported:

December 2013 financials year-to-date had a net increase of \$624K for the year due to delinquent accounts collected of \$150K, saves on admin staff vacancies and delay in marketing website project and Fall Tour. Finance Committee has reviewed and approved. Faulk asked for a motion to approve the December financials as presented. Bundy raised a motion to approve as presented. Spillane seconded and motion was approved.

January 2014 financials were favorable by \$50K. Economic Development was unfavorable due to Investor Conference being moved to January and budgeted for 2013. Operations was favorable in Public Safety due to vacancies in Security. Operations was also favorable due to delay in service center move. All others are on

target for January. Finance Committee reviewed and approved. Bender raised a motion to approve as presented. Bundy seconded and motion was approved.

PROPERTY OWNER OR PUBLIC COMMENT: None

PRESIDENT'S REPORT

Carol Reported:

- Announced the Annual Property Owners meeting is on April 10th at the Athletic Club and encouraged the Board to attend.
- Carol announced a new committee which will focus on Creative Tech. A sub-committee was formed and met on 2/20/14 to establish a game plan. The full committee met one week later and agreed to the suggestions made. The goal is to market Downtown to creative, tech and new traditional office space uses.
 1. Lauren hired a firm to rebrand and revise website. She will be meeting tomorrow with web designers and Tech committee.
 2. Compile inventory of tenants and/or creative offices.
 3. Do a video to highlight visually to market.
- Legislative issues: 1) Met with Art Leahy on the Downtown Mobility initiative to complete quick fixes for areas spanning from 110 – 10 frwys. Leahy made commitment to do. Also discussed 2nd & Hope St. project. \$8M fix to do two story option. Leahy has deputy CEO who is going to check with Metro & follow up with Carol.
- On the CCA side: Legislative Affairs is advocating for many changes in the Living wage hotel proposal. This proposal has a significant impact in Downtown as at least one boutique hotel deal stalled as a result. Carol is asking for exemption for any hotel using adaptive reuse. Also asking for general lifting of room count. The proposal currently applies to any hotel with 300 or more rooms. Carol and legislative team were successful in pressing for economic study. Now need to ensure it is non-biased.
- Carol announced Jessica Whaley as the new Associate Director of Economic Development.

OPERATIONS

Ken Reported:

Safety:

Problem target areas have been 1st and Figueroa and 3rd and Main. The problem in these areas continues to be homeless encampments. Specifically at 1st and Figueroa, we have had to call LAPD out to the location due to transients tapping into building electricity as well as tapping into the light poles to get electricity. LAPD is working with the DCBID to rectify this situation.

	<u>January 2014</u>	<u>February 2014</u>
Calls For Service	2,949	2,590
Self Initiated Calls/Incidents	9,369	9,222
LAFD Assists	5	9
LAPD Assists	21	4
Misdemeanor Incidents	734	683
Felony Incidents	4	6
Quality of Life Incidents	2,412	2,274

Safety Staff received training on the following topics:

- Bike Refresher
- Report Writing
- Handcuffing Protocol
- Bike Maintenance
- Side Handle Baton
- Pepper Spray

Maintenance:

Maintenance is currently working on a new trash route which would remove trash bags that pile up on pre-determined corners while waiting for the trash truck to pick them up. It is expected that this will bring a further perception of cleanliness and free up street sweepers allowing them to concentrate on their routes.

Staff is currently evaluating the district pressure washing schedule in an attempt to ensure that it is effective and hitting the proper areas that need attention.

BID ACTION:

Our outreach team continues to do two monthly homeless counts as directed. The following information was gathered.

1. Count 1:
 - a. January 13: 159
 - b. February 10: 170
2. Count 2:
 - a. January 27: 180
 - b. February 24: 145

Though the outreach team has been successful in making contact with new faces within the district, they are finding that a large portion of the new people within the district are service resistant and do not wish for us to provide services to them. The outreach team continues to try and forge a relationship with the individuals in hopes that they will be able to assist them in the future.

MARKETING

Mitchell Reported:

Marketing Campaigns

The DCBID's holiday marketing campaign highlighted over 25 boutiques and shops as well as events, restaurants, and hotel packages. The campaign was supported by radio spots on KOST and KCRW, print ads in the Los Angeles Downtown News, search engine marketing, social media, printed maps, a holiday video, a sweepstakes, a booth at the Art Walk, and press outreach. The dedicated webpage, DowntownLA.com/Holidays, was live November 25 through December 31. There were 142,000 visitors to our website during the campaign and a segment ran on ABC Channel 7 featuring Downtown businesses including Brigade LA and the Library Store.

We launched a Valentine's Day guide featuring over 25 special dinners, events, and hotel packages at DowntownLA.com/Valentines. The campaign was supported by an ad in the Downtown News and social media. We hosted our first Facebook photo contest that generated 1,300 views and 1,000 votes. Our winner won a staycation for two that included tickets to the LA Phil and dinner and a night at the Westin Bonaventure. The campaign also generated 6,000 views on our website.

Website

We have been posting new businesses, upcoming events, and promotions on our website. After issuing an RFP, we selected Downtown LA-based *We Are Giants* as our new website firm. We will be working with them on creating a new website that will launch in 2014. The new site will be compatible with mobile devices and offer a richer experience through improved content, navigation, and visuals.

Downtown Guides Program

The Downtown Guides were active in their outreach to businesses, residents, and visitors in the Downtown Center. We increased the staffing to a team of seven, and now have two kiosks and staffing on Saturdays. The Guides were present at the weekly Farmers' Markets and Opportunity Knocks Conference. The rotating schedule for the kiosk targets the most popular intersections in Downtown for pedestrians. The Welcome Map and Bags continue to be in high demand.

We are also working on a refresh to the design of the kiosks to improve their functionality and look.

eNewsletter

The DCBID's monthly e-newsletters were sent to over 35,000 current subscribers. They highlighted new business openings, Downtown events, and special offers to our subscribers.

Property Owner Quarterly Newsletter

The Q1 Newsletter is scheduled to arrive to property owners in early March.

Events

The Renaissance of Downtown Los Angeles: Opportunity Knocks

On January 9, 2014 the Downtown Center Business Improvement District (DCBID) hosted a day-long event at the JW Marriott Los Angeles at L.A. LIVE to explore investment opportunities in Downtown Los Angeles. Titled "The Renaissance of Downtown Los Angeles: Opportunity Knocks," the sold out event was attended by 450 developers, investors, brokers, hoteliers, retailers, and others interested in investing in Downtown LA. Press coverage garnered 17.1 million impressions, a value of \$410,000.

Annual Property Owners Meeting

Board members are invited to the Annual Property Owners Meeting on Thursday, April 10, 2014 at 7:45am at the Los Angeles Athletic Club. Copies of the 2013 Annual Report will be available. An Outlook invitation has been sent. Captain Oreb and Councilman Huizar will be our guest speakers this year.

ECONOMIC DEVELOPMENT

Bastian Reported:

Investors Conference

We are pleased to report that over 450 people came to our "must attend" event to explore opportunities in Downtown Los Angeles' real estate markets including office, retail, residential, hospitality, sports, and entertainment. The day-long program and bus tour will spur further investment from local, national, and international real estate investors and developers as well as office tenants, retailers, and restaurateurs.

Creative/Tech/ Office Recruitment Committee

From Committee input from the December 5, 2013 meeting, we produced a preliminary recruitment strategy that was vetted by the subcommittee on February 20. Revisions were made to that document that were further modified by the full committee on February 25 with an attendance of over 25 people, including representatives for most of the major office building owners, commercial real estate brokers, as well as

architects, designers and marketing professionals. We are in the process of curating all the great ideas and will draft a revised plan for our next steps.

Retail

- We met with a tenant who is considering opening up a business in the Grand Central Market
- We did further work with the broker for Dunkin Donuts
- An RFP was released for the restaurant space at the Police Administration Building and we worked to help distribute it to users
- We gave a tour to an amenity tenant
- We gave a tour to a retail developer/investor
- We tour Townsend Associates, retail brokers who represent a number of major national retailers

Hotel & Housing

We gave a tour to a major national hotel developer and gave a tour to a major national housing developer.

Housing Tours

We had two very successful, standing room only, housing tours with over 100 people in attendance.

Major Construction Events

- Ground breaking occurred on The Metropolis Project on February 14
- The foundation was poured for the Wilshire Grand Hotel on February 15 and 16

Research & Information Requests

- Created Under Construction Projects Map
- Created Pipeline Projects Chart
- Revised and updated New Business List
- Compiled list of revenues for select restaurants
- Revised and updated Downtown LA Investment Spreadsheet
- We had over 40 requests for information.

OLD BUSINESS: None

NEW BUSINESS: None

ADJOURNMENT: The next meeting is scheduled for May 7, 2014. The meeting was adjourned.